

You are
what you share !

Case Study

HashTAGit
Digital

900+ PAGES RANKING ON PAGE 1 IN 128 DAYS

Abstract

Educational institutions cannot limit themselves to their product; they must think of a platform. Several academic institutions found opportunity for growth spurt through digital marketing platform which is playing an ever more strategic role in reaching the prospective students. Owing to stiff competition, the education industry is increasingly leveraging on the selection of right keywords to improving rank and visibility for the students.

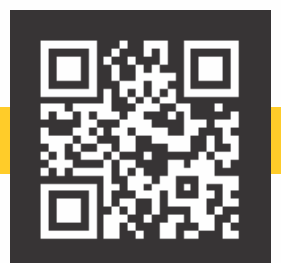
This case study brings to you the fall and rise of a leading university in India with a global presence tumble down the ladder and resurrect with our marketing strategies. The problem was unsettling. Being global, it was not still unable to draw traffic, which affected its ranking and visibility in a big way!

HashTAGit came to their rescue with its proven and trusted marketing consultants to deploy some of the most personal, well-thought and structured digital practices, first being the selection of right keywords. Its proven Proprietary Framework for selection of keywords was used, based on a Quadrant approach with weightage system—thereby selected 231 keywords across 11 programs and 4 geographies.

As a result, the university was able to boost its rank and visibility across all online channels. Unbelievable?

About Customer

- The customer is a leading global university—has a presence in India.



Customer Scenario

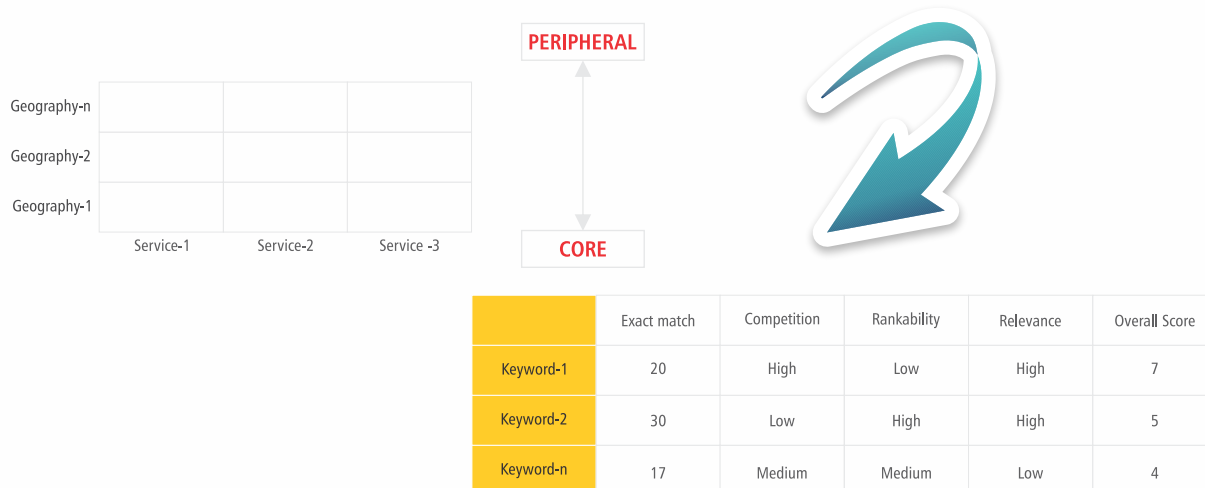
Each time we work on a digitally weak story and work meticulously to give that brand a digital presence, the brand too experiences a new lease of life along with us. This academic institution was a global brand with its presence in India but its digital footfall was close to a negligent number. The major challenges faced by the customer were:

- Web crawling
- Page was not getting indexed
- Social media penetration
- No knowledge of web analytics
- High competition on keywords

How HashTagit worked?

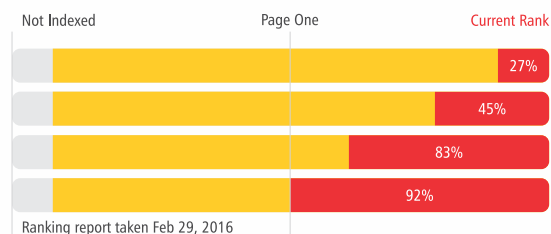
We believed that our small, constructive yet impactful actions would leave an indelible impression in the cyber space and proved it again. HashTAGit deployed its best practices-based framework to improve website ranking on key words. Our expert teams were involved in Healthcare SME's Google AdWords certified resources, content writer and Project Manager. The following key actions were taken:

- Organic approach: HashTAGit shared the content across multiple relevant groups to gain maximum impressions for the posts.
- Inorganic approach: HashTAGit deployed "Boost Post" amounting to INR11,814 that boosted the reach of the content.
- Channels utilized: Posts including events were advanced across Facebook, Twitter, LinkedIn, Pinterest, YouTube, BlogSpot, Tumblr, Flickr, Slideshare, Stumbleupon, and Google +, to name a few.
- Off-page optimization: Directory submission, blog posting, social book marking and creating strong backlinks, etc.
- On-page optimization: Building original, unique content including well-researched keywords in appropriate density and optimized images and video.
- Theme-based Ad-campaigns: Various ad-campaigns were deployed according to the theme, like Mental Health awareness month, Breast Cancer awareness month, etc.



Results

- 117 of 431 are on the first rank
- 198 of 431 are among first 3 ranks
- 360 of 431 are among first 5 ranks
- 398 of 431 are on the first page



Web traffic grew from ~1,100 to ~7,200 (550% growth) visitors per month; monthly page views increased from ~2,300 to ~28,800 (1150% growth)



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About HashTAGit

Many organizations across the globe have crossed the success path by relying on HashTAGit for its online promotional activities. HashTAGit successfully offers Digital Marketing, Social Media Optimization & Marketing, Search Engine Optimization, Web Development and Advertising services to help clients share what they are.

For more Information about HashTAGit, visit www.hashtagit.in